



American  
Floral  
Endowment

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1993-Annual Report



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The American Floral Endowment is a non-profit corporation established to secure contributions for funding research and education programs relevant to the floriculture and environmental horticulture, the results of which will benefit the general public.

**American Floral Endowment**  
**11 Glen-Ed Professional Park**  
**Edwardsville, Illinois 62025 USA**  
**618-692-0045**  
**FAX 618-692-4045**



## Chairman's Message

**1993/94** was a year of transition, milestones and successes. As this fiscal year ended, your Endowment is stronger than ever and committed to funding the research and education that will ensure a vital industry for everyone.

The first part of the fiscal year could be described as one of transition. After 15 years, Betty Abrams retired as Executive Vice President. In October of 1993, Bob Stoeckl was hired to succeed her as the new administrator.

Also in the fall of 1993, the Endowment invested in a small building to house operations. Prior to acquiring this building, the Endowment operations were conducted from an office at Betty Abrams' home. The investment in the building was a milestone and sign of maturity.

Our maturity is best illustrated by the size of the Endowment corpus and the level of funding it generates. The assets are approaching \$7 million dollars at the end of this fiscal year. These assets ensure a steady and continuous stream of funding now and tomorrow for research and education. The strength of this asset base has yielded over \$2 million for funding projects during the past seven years alone--almost a third of the total corpus value.

In addition to the level of funding, we are trying to ensure that dollars are allocated to projects that meet industry needs. We are constantly seeking and trying to develop ways to ensure responsiveness to the industry. In the past year, we have implemented both a "proactive" and "team approach" as part of this effort. Simply put, we are attempting to actively identify the needs and priorities of our industry, and then actively seeking out the researchers whose projects address those needs.

In Pest Management and Post-Production, we've gone a step further implementing a team approach to research. An approach designed to coordinate the research community in an effort that avoids duplication and demands cooperation.

Your support during this year has once again been outstanding. With two Century Dinners, we raised a combined total of over \$53,000 for the Endowment. The phone-a-thon held in June was a huge success. In a time when the economy was far from robust, forty-three industry leaders made calls, and you responded by pledging approximately \$1.2 million dollars.

As we enter a fiscal new year, the Endowment is mature, stable, has continuity with the past and is poised for the future. Together, our partnership in progress will ensure a vital industry for all.



On behalf of the entire Board of Trustees, thank you for your support. Your interest and generosity keeps the Endowment yielding. You are of key importance.

Sincerely,

Pete Garcia  
Chairman

## Board of Trustees



*Chairman*  
Pete Garcia  
Pete Garcia Company  
Atlanta, Georgia



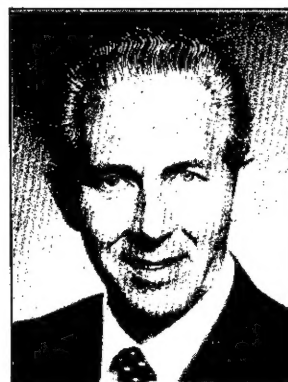
*\*Vice Chairman*  
Project & Grants  
Eiichi Yoshida  
Sunnyside Nurseries, Inc.  
Hayward, California



*Vice Chairman/  
Fund Raising*  
Don Flowers  
Don Flowers Florist  
Randallstown, Maryland



*Treasurer*  
Kenneth R. Royer  
Royer's Flowers, Inc.  
Lebanon, Pennsylvania



*Secretary*  
Ole Nissen  
Sunshine State Carnations, Inc.  
Hobe Sound, Florida



*Chairman/Flora-Stats  
Committee*  
Todd L. Bachman  
Eden Prairie, Minnesota

*\*Eiichi Yoshida passed away in February 1994. Yoshimi Shibata (not pictured) took his place on the board until June 1994.*

## Board of Trustees



*Chairman Mosmiller  
Scholar Program*  
William C. Belden  
Oscar G. Carlstedt Co.  
Jacksonville, Florida



Dr. Carl F. Gortzig  
Cornell University  
Ithaca, New York



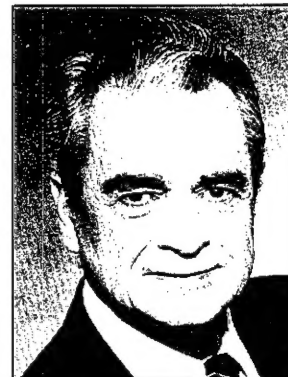
Herman Meinders  
American Floral Services, Inc.  
Oklahoma City, Oklahoma



Jacob Van Namen  
Vans Inc.  
Alsip, Illinois



Donald E. Weder  
Highland Supply Corporation  
Highland, Illinois



Norman T. White  
White's Nursery  
& Greenhouse, Inc.  
Chesapeake, Virginia



*Ex Officio*  
Harrison Kennicott  
Kennicott Brothers Company  
Chicago, Illinois



*Executive Vice President*  
Bob Stoeckl  
American Floral Endowment  
Edwardsville, Illinois

# Financial Report

## American Floral Endowment

### Financial Status

June 30, 1994

Assets	6/30/94	6/30/93
Cash and Short Term Investments	\$ 284,886	\$ 1,105,502
U.S. Government & Agency Bonds (Cost)	2,251,515	1,611,575
Corporate Bonds (Cost)	465,850	468,850
Common Stocks (Cost)	3,783,416	3,409,244
Equipment (Net Depreciation)	27,597	3,277
Building & Land (Note 1)	123,032	
Fund Balance (Cost)	\$ 6,936,296	\$ 6,598,448
Fund Balance (Market Value)	\$6,929,396	\$7,089,283

### Support & Revenue

Investments	\$ 302,588	\$ 312,507
Designated Contributions & Administrative Fundraising	<u>290,071</u>	<u>250,783</u>
Total	\$ 592,659	\$ 563,290

### Capital Additions

Contributions (Note 2)	\$ 174,483	\$ 1,001,084
Realized Capital Gains	<u>431,820</u>	<u>275,266</u>
Total	\$ 606,303	\$ 1,276,350

### Disbursements

Management		
Investment Fees	\$ 93,996	\$ 91,256
Administration	141,080	120,751
Grants	622,766	634,811
Depreciation	2,680	915
Foreign Tax/Interest	<u>592</u>	<u>17,524</u>
Total	\$ 861,114	\$ 865,257

### Summary

Receipts Over Disbursements	\$ 337,848
Beginning Fund Balance	<u>6,598,448</u>
Ending Fund Balance	\$ 6,936,296

### Notes

1. The investment in the building is listed on a cost basis. Depreciation is applied to equipment only.
2. Contributions in year ending 1993 included the Vic & Margaret Ball Internship gift of \$800,000.



## 1993/94 Highlights

### Century Dinner XVII at FTD "A Beautiful Affair"

Century Dinner XVII was held August 16, 1993 in conjunction with the FTD convention in Nashville. The theme was "A Garden Party". Eileen Dutterer Gist, Stewart N. Dutterer Flower Shop, Inc., Westminster, Maryland was Chairperson. John Cason, Cason's Flowers, Bessemer, Alabama served as decorations Chairperson. Over \$14,000 was raised to help support the Endowment office.

***Hosts contributed \$2000  
and Sponsors \$1000.***

***Hosts:***

Florists' Transworld Delivery Assn.  
Redbook Florist Services  
Vans, Inc.

***Sponsors:***

American Floral Services, Inc.  
Oscar G. Carlstedt Co.  
Colombia Flower Council  
Florists' Mutual Insurance Company  
Pete Garcia Company  
The John Henry Company  
Highland Supply Corporation  
Pennock Company  
Smithers-Oasis USA  
Syndicate Sales, Inc.

***Decorations were donated by:***

Colombia Flower Council  
Continental Farms  
Continental Floral Greens  
Creative Candles  
Glad-A-Way Gardens  
The John Henry Company  
Hopkins Quality Leatherleaf  
Lomey Manufacturing Corporation  
Knud Nielsen Company, Inc.  
Pajaro Valley Greenhouses, Inc.  
Smithers-Oasis USA

Pajaro Valley of Nashville  
provided special handling and  
storage for decorations.



*Century Dinner XVII Chairlady Eileen Dutterer Gist receiving award from  
Endowment Chairman Demaree.*

## Some Century DinnerXVII Guests



*John Borden, FTD, Gretchen Wagner, Lou Brand, Michelle Malone and Ralph Owens, with The John Henry Co.*



*Bill Adams and Lena Adams, Adams Flowers.*



*The Redbook Gang (Front Row): Bill Fisher, Greta Boehme, Martha Jean Swindle, Lorraine Robinson, David Sluder, Fred Swindle. (Back Row): Bob Brouwer, Rich Salvaggio, John Carruthers, Abner Maldonado.*



*Dwight Larimer, Design Master and Betty Abrams, The Endowment.*



*William Gouldin, Strange's Florist and Gena Kremp, Charles Kremp 3 Florist.*



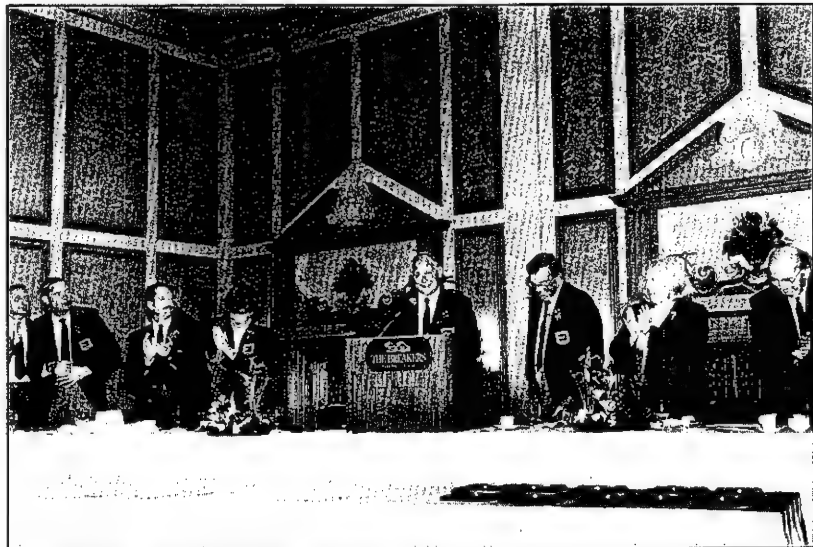
*Miriam Salazar, Colombia Flower Council and Susan Murphy, Pajaro Valley Greenhouses.*

## Fall 1993 Annual Meeting

The annual meeting was held in conjunction with the Society of American Florists (SAF) convention in West Palm Beach, Florida on October 2, 1993. During the meeting, the chairmanship of the Endowment officially changed. Del Demaree passed the gavel to Pete Garcia, and Betty Abrams bid farewell.



*Betty Abrams*



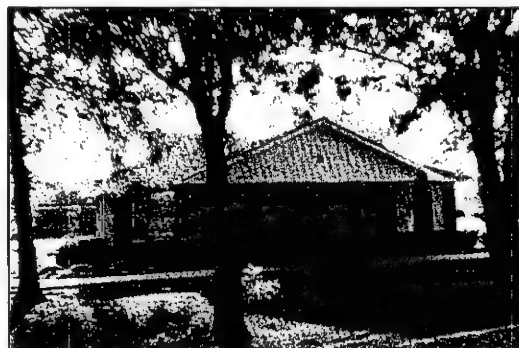
*Del Demaree receives farewell ovation.*

## Endowment News

### New Office Building

The American Floral Endowment reached a significant milestone in its history. While meeting in June 1993 and reaffirmed by teleconference in July 1993, the board of trustees approved the investment in a small office building.

Endowment operations were shifted from the home of Betty Abrams at the beginning of November.



*The American Floral Endowment*



*Betty Abrams*

### The Torch Passes

Due to health related reasons, Betty Abrams found it necessary to resign from the Endowment. Abrams had served the Endowment full time since 1979, and part time in various capacities for ten years before that.

Her distinguished career in the floral industry began in 1965 with the Society of American Florists (SAF). During her tenure, the Endowment has grown to nearly \$7 million dollars.

For Abrams, the decision to step down was a difficult one. "I'm going to miss this job terribly," Abrams said. "It has been very special to me and I feel I've been privileged to do it."



*Bob Stoeckl*

### New Administrator

Bob Stoeckl became the new Executive Vice President for the American Floral Endowment during the annual meeting held in West Palm Beach, Florida on October 2, 1993.

Stoeckl came to the Endowment with a background in communication and non-profit administration. He graduated from Southern Illinois University (SIU) with a B.A. in Speech Communication.

He had been the Regional Coordinator with the Muscular Dystrophy Association responsible for six district offices in both Missouri and Illinois. He had also held the position of Recruitment and Retention Coordinator for the SIU Graduate School.

## New Grant Procedures

A new procedure for awarding research grants was approved by the Endowment board of trustees in January 1993 and implemented as part of project funding in January 1994. The new procedure features a team approach.

Recommendations for the change emanated from an ad hoc committee set up to review existing practices.

The team approach utilizes a coordinated effort for getting needed research accomplished. The goal is a more efficient use of available funds for more effective solutions to problems. Two areas were slated for the initial implementation: Pest Management headed by Dr. Michael Parrella, University of California, Davis, and Post-Production headed by Dr. Terril Nell, University of Florida.

Research priorities are established through various methods. The results of the 1987 Research Priorities Summit frame the basic foundation. These priorities have been essentially verified through Dr. Cathey's two year study as USDA National Chair for Florist and Nursery Crops Review and a survey of each segment of the industry by a committee headed by trustee Ole Nissen.

Efforts are underway to efficiently monitor project progress. Carl Scharfenberg agreed to serve in a special advisory role to the board in which he will interact with researchers and report to the board. An archive within the Endowment office will be developed compiling all Endowment research projects since its inception in 1961.

## Living Legacy Guarantor

Del Demaree, Endowment Chairman (1992/93), Kokomo, Indiana became the first industry person to take out a life insurance policy through the Living Legacy Program developed by Florists' Life Insurance Company. The program undertaken in a cooperative effort with the Endowment offers industry members an opportunity to make substantial contributions for research and education at a low cost.

Living Legacies can be established by contacting Florists' Life Insurance Company.



*Del Demaree Syndicated Sales, receives Living Legacy memento from Barbara Giardino, Florists' Insurance Company.*

## Century Dinner XVIII at WF & FSA Young Executives Auction Highlights

With celebration as the theme, Century Dinner XVIII was a huge success during the Wholesale Florists & Florist Suppliers of America convention in San Diego, California on April 8, 1994. Naomi Shibata served as Chairperson. With the help of the WF&FSA Young Executive auction, over \$39,000 was raised for Endowment administrative costs.

*Hosts contribute \$2000  
and Sponsors \$1000.*

**Hosts:**

Colombia Flower Council  
Glad-A-Way Gardens, Inc.  
Highland Supply Corporation  
Pete Garcia Company  
Teleflora  
Vans, Inc.

**Sponsors:**

American Floral Services, Inc.  
Armellini Express Lines, Inc.  
Oscar G. Carlstedt Co.  
Delaware Valley Wholesale Florist, Inc.  
Paul Ecke Poinsettia Ranch  
Floral & Nursery Times  
Floralife, Inc.  
Florists' Mutual Insurance Company  
Florists' Transworld Delivery Association  
Greenleaf Wholesale Florists, Inc.  
The John Henry Company  
Pennock Company  
Smithers-Oasis USA  
Syndicate Sales, Inc.  
White's Nursery & Greenhouses, Inc.

Ron Ota served as decorations Chairman as 241 industry men and women attended the dinner at \$100 each.



*Peter Garcia, American Floral Endowment Chairman, presents award to Naomi Shibata, Century Dinner XVIII Chairperson.*



*WF&FSA Young Executive Board members Katy Miller, Dillon Floral Corporation, left and Lisa Allensworth, American Foliage Company.*



*Peter Moran, left, Executive Vice President of Society of American Florists, with Penny and Ken Coley, Florists' Transworld Delivery, (FTD).*



*From left to right: Chairman Pete Garcia and Brenda Garcia, Pete Garcia Company, and Tim Matsuno, Greenleaf Wholesale Florist.*



*From left: Dona Abbott and Tasha Abbott, Highland Supply Corporation, Laura Shinall, Larry Shinall and Del Demaree Jr., Endowment past chairman, Syndicate Sales, Inc.*



*From left: Jane and Henry Bowen, with John, Robert and Wendy Wilkins, all from Delaware Valley Wholesale Florist, Inc.*



*WF&FSA Young Executive Kenny Hopkins, Pete Garcia Company, shows Bobby Bowden autographed Seminoles football at the auction.*



*David Armellini of Armellini Express Lines.*



*From left: Miriam Salazar, German R. Salazar, and Victoria Stuppy all from Colombia Flower Council.*



## Fun Continues...



*Naomi Shibata, Century Dinner XVIII Chairperson, left, with Trustee Jacob Van Namen and his wife, Rita, Vans, Inc.*



*Maria Giliotti and Bob Billings, Pennock Company.*



*Brenda Garcia and Tim Matsuno as auctioneers.*



*Paul Ecke Jr., Paul Ecke Poinsettias, left, with Prather Smith, Knud Nielsen Company.*



*Tom Butler, left, and Herman Meinders, American Floral Services.*



*Neil Canine, Glad-a-Way Gardens.*



*Greg Coccari, Teleflora, Inc.*



*WF&FSA past president, Dave Mears, Bob Mears Wholesale, checks out one of the many items available during the auction.*



## Phone-A-Thon a Huge Success!

Forty-three industry men and women joined forces and raised close to \$1.2 million dollars for research and education. The Endowment's fifth phone-a-thon held on June 1 & 2, 1994 was a tremendous success.

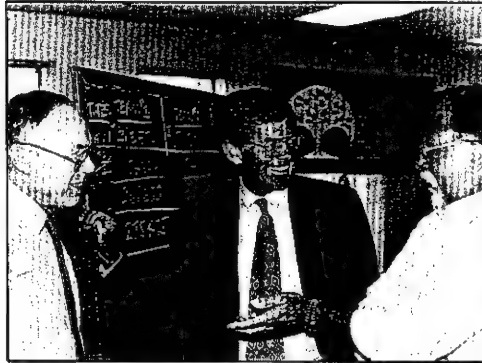
At the end of the second day, \$1,178,000 had been pledged. It was truly a team effort. Very special thanks go to the callers and assistants who participated at their own expense, Floral Network for providing facilities and the hundreds of industry men and women who responded so generously.

Participants follow:

Todd Bachman, G. Victor Ball, William Belden, Emily Belden, Eric Benjamin, Warren Bickes, Bob Carbone, Elaine Carbone, Sten Crissey, Rick Dramm, Paul Ecke Jr., Don Flowers, Brenda Garcia, Pete Garcia, Jim Gaunt, Bill Gouldin, Royal Heins, Katie Kennicott, Harrison "Red" Kennicott, Charles Kremp, Dwight Larimer, Jim Leider, Leonard Levy, Bill Maas, Herman Meinders, Jim Mieuli, Margaret Mieuli, Ole Nissen, J.R. Phillip Sr., Whiting Preston, Al Riccardi, Walter Rojahn, Ken Royer, Mel Schwanke, Steve Seely, John Shelton, Carolynn Van Namen, Jack Van Namen, Jacob Van Namen, Rita Van Namen, Bob Weatherford, Shirley Weatherford, and Don Weder.



*Part of the gang who made it happen. Front row, from left: Pete Garcia, Jacob Van Namen, Eric Benjamin, and Herman Meinders. Back row: Bob Carbone, Jack Van Namen, Carolynn Van Namen, Dwight Larimer, Rita Van Namen, Elaine Carbone, Brenda Garcia, Len Levy, Steve Seely, Don Flowers, Charles Kremp III, Bob Stoeckl, Bill Gouldin, and John Shelton.*



*From left to right: Red Kennicott, Kennicott Brothers; Charles Kremp III, Charles F. Kremp III Florist; Jim Mieuli, Navlet's Florist.*



*Pete Garcia, Pete Garcia Company, left, discussing details with Todd Bachman, Bachman's Inc., right.*



*Carolynn Van Namen, Vans Inc., smiles as she takes information.*



*A team huddle for the final totals.*



*John Shelton, Pajaro Valley Greenhouses, anticipating a yes.*



*Busy on the phone are Steve Seely, American Floral Services, left and Bob Carbone, R.J. Cabone Company, right.*



*Doing a little research from left to right: Bob Stoeckl, American Floral Endowment; Todd Bachman, Bachman's Inc.; Dwight Larimer, Design Master; Jim Mieuli, Navlet's Florist.*



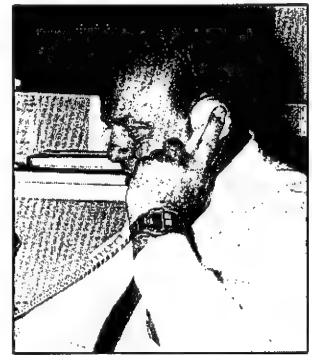
*Bob Weatherford, Southern Floral Company, left discusses his pledge successes with Trustee Herman Meinders.*



*Bill Belden, Oscar G. Carlstedt Co. making calls.*



*Nikki DeLeonardis, American Floral Endowment, inputs the pledges.*



*Jack Van Namen, Vans Inc., receiving a pledge.*



*Bob Carbone, R.J. Carbone Company, getting a pledge.*



*Adding up the pledges from left to right: Rita Van Namen, Elaine Carbone, Shirley Weatherford.*

## Tributes

### Christian B. Nissen Remembered With a Major Gift



*Christian B. Nissen*

Through a Memorial Tribute established within the American Floral Endowment, Christian B. Nissen was remembered and honored in perpetuity with a gift of \$50,000 by his parents Ole and Eleanor Nissen, N. Palm Beach, Florida.

The gift includes design and purchase of a Memorial Board for the Endowment office where all past and future tributes can be displayed.

Chris who was a graduate of University of Florida was born November 16, 1955 and past away October 7, 1992. In the words of his family, "Chris lived his life with courage, determination and love."

### Board Establishes Tribute for Fellow Trustee



*Eiichi Yoshida*

The Endowment's Vice Chairman for Projects and Grants Eiichi Yoshida passed away February 5, 1994. Yoshida had served as a member of the board of trustees for nine years until he resigned on January 1, 1994 due to failing health resulting from cancer.

Yoshida had a deep commitment to the Endowment and served tirelessly in leading the Projects and Grants Committee. His efforts included traveling at his own expense to visit the universities and research facilities conducting Endowment funded research.

As a way to honor their friend and colleague for his commitment and service, the board of trustees joined together in January 1994 to establish a living tribute in his name.

### Corporate, Living and Memorial

Tributes are available to honor individuals, families and companies. Tributes provide a tangible way of expressing care, saying thank you for a friendship or acknowledging a customer.

A minimum contribution to the Endowment of \$500 is required to establish a tribute. Once established, additional contributions in any amount may be received. The family or corporate entity is always notified.

## Corporate Tributes

Corporate Tributes are designed to provide a vehicle for recognition of floral industry firms and corporations. Since the tributes inception in 1986, the following organizations have been so recognized:

Bay City Flower Co.  
Half Moon Bay, CA

Clackamas Greenhouse  
Aurora, OR

Frank Clesen & Sons, Inc.  
Evanston, IL

R.O. Cowley Wholesale Florist  
Pittsburgh, TX

Burdette Coward & Co., Inc.  
Punta Gorda, FL

Cremer Florist  
Hanover, PA

Dillon Floral Corporation  
Bloomsburg, PA

Hardin's Wholesale Florist Supply  
Liberty, NC

Hartzell Flowers, Inc.  
Dayton, OH

\*Irwin Greenhouses Inc.  
Canyon, TX

John Klaus & Sons Greenhouses  
Greenwood, MO

Klepac Brothers, Inc.  
Blanco, TX

Mazzanti Carnations  
South San Francisco, CA

H. Nakano & Sons  
Redwood City, CA

Park Floral Co.  
Englewood, CO

Rough Brothers, Inc.  
Cincinnati, OH

Tietze Wholesale  
Dallas, TX

Weber's Greenhouses  
Milwaukie, OR

Wolfe the Florist  
Waco, TX

\*Tribute established 1993/94



*Standing from left clockwise: Larry Irwin, Linda Irwin Acton, Lou Anne Irwin Causey, Jean Irwin and Jim Irwin.*

## Living Tributes

Living Tributes are testimonials to outstanding achievement and regard from fellow workers and associates to honor a living member of the industry. All Living tributes recorded within the Endowment as of June 30, 1994 follow:

- \* Betty Abrams
- Arthur J. Baisch
- Carl Baldesare, Sr.
- Charles Barr
- I.W. Bianchi
- + Z.D. Blackistone
- Louis J. Brand
- + Albert H. Burki
- \* M. Patricia Cronin
- Delmar E. Demaree, Jr.
- Robert C. Dewey
- John Henry Dudley
- + Paul Ecke, Sr.
- + George Elliott
- John O. Finn
- Frank Fredenhagen
- + John W. & LaVerne B. Giles
- Hazel Grill
- + O. Ben Haley, Jr.
- Donald E. Hook
- + Howard J. Hook
- + Francis Hopper
- + Joe Hopper
- Dan Irons
- Martha J. Keller & Herbert Rothwell
- + Harrison Kennicott, Jr.
- L.R. "Bud" Kintzele
- + John S. Knipe
- + Leonard Koehler
- + Prof. Alex Laurie
- Elma Lundahl
- Edward & Grace Lutey
- Wally MacDonald
- Robert L. Orth
- Eulalah Overmeyer
- + Samuel S. Pennock III
- Gustav H. Poesch
- Jack W. Redditt
- Kenneth Royer
- Mel Schwanke
- R.H. "Hank" Sciaroni
- Yoshimi Shibata
- + Kenneth F. Short
- + E.G. Thornton
- \* Alvi O. Voigt
- + Erin H. Weder
- \* Louise Graham Weder

Milton M. Weiss  
Olin A. Wetzel  
J.F. Wilcox Family  
\*+Eiichi Yoshida

+ Deceased

\* Tribute established 1993/94



*Louise Graham Weder*



*Betty Abrams*



*M. Patricia Cronin*



*Alvi O. Voigt*

## Memorial Tributes

Industry men and women, as well as friends and families, can be remembered in perpetuity through Memorial Tributes. The following have been so honored through 1993/94.

Mr. & Mrs. S.C. Abbott  
David Abrams  
Adamo-Loweke  
Robert Alenius  
Irving S. Allen  
Clarence M. Amling  
Otto Amling  
Henry C.A. Bachman, Jr.  
\* Carl D. Baldesare  
Mr. & Mrs. Dewitt Barber  
Clair Barrett  
John Barter  
Matthew Bartindale  
Andrew Benson  
Richard L. Benton  
Harry Bernard  
J. Elmer Betty  
Henry J. Betz, Sr.  
I.W. Bianchi  
Clarence J. Bickes  
\* Deborah Anne Billings  
Daryl Bordine  
Frank Brautigam  
Tommy Bright  
Irma F. & W.E. Callaham  
Robert Callaham  
Oscar G. Carlstedt  
Denis R. Celleghin  
Roman J. & Florence A. Claprood  
Bertha Spence Cook  
William Coy Kendall  
James Crissey  
W.L. Crissey  
Raymond B. Crowley  
Annie H. Gooch Darbee  
Robert Eugene Darbee  
Rodger Davidson  
William E. DeLoache  
Mrs. Fern Demaree  
Bette Deprez  
Nicola & Pasquale DeSantis, Sr.  
\* William J. Doran  
Ira Doud  
Eugene R. Dramm  
Floyd B. Dreher  
Donald Dunbar  
Magdalena Ecke  
Paul Ecke, Sr.  
Austin S. Edgar  
Walter J. Engel, Sr.  
Clyde Epperson

Albert Ferris  
Barnard "Barney" Finger  
M. Truman Fossum  
Pete Franconi, Sr.  
John Furrow, Sr.  
Irving B. Garber  
Joseph A. Garcia, Sr.  
Michael C. Garcia  
Walter Gardner  
D.S. Geddis, Sr.  
John W. & LaVerne Giles  
Walter Gills  
John Patrick Glass, Jr.  
Louis B. Glick  
Romaine Glisson  
John G. Glodt  
Stanley A. Goldman  
Douglas R. Gordon  
H. "Granny" Granovitz  
Joe & Lily Green  
Joseph N. Gregoire, Sr.  
Cornelius M. Groen  
Lavena M. Groen  
Adolph E. Gude, Sr.  
Granville Gude  
William F. Gude  
Samuel & Huldah Hagen  
Mr. & Mrs. Alexander Henderson  
and Frederic Metcalf  
E.G. Hill & Earl Mann  
Joseph H. Hill  
Albert L. Hoekstra  
Simon Hoekstra  
Jay Hogrefe  
Herman Hollberg  
Leo Hollberg  
Herbert Holm  
D.E. Hopkins  
\* Charles V. Hunt  
Otto G. & Anna M. Hupfel  
Walter M. Hupfel  
Arthur Ito, Jr.  
Edward Jacobson  
Robert E. Johnson  
Joseph Johnston, Jr.  
David L. Jones  
Pauline Modlin Jones  
Tom Joy  
Ralph H. Kapp  
\* Eileen Grace Kelly  
Mary Jane Kennicott



*Carl D. Baldesare*



*Deborah Anne Billings*



*William J. Doran*

Jack Rhodes Kervan  
Leland T. Kintzele  
Louis Kintzele  
D.C. Kiplinger  
Kiyo Kitayama  
Masuko Kitayama  
John S. Knipe  
Electa Koehler



*Eileen Grace Kelly*

Jerome Krivit  
 Paul Krone  
 Yoke Kuromi  
 Kenneth Lawlor  
 John Liesveld  
 John R. McGinley  
 Bertrand G. McGinnis  
 Wake McLellan  
 Melvin Mack  
 Ed Manda  
 George Mangel, Sr.  
 Gurney Mann  
 Joseph T. Markow  
 Mary Ann Markwood  
 Jack Mayesh  
 Joseph Merritt, Sr.  
 W.J. Messmer  
 Richard V. Mikesell  
 Mary M. Mikuriya  
 William G. Minich, Jr.  
 Stanley C. Minshall  
 Jim Morrell  
 Leon Moskatel  
 Col. Walter and Barbara B.  
 Mosmiller, Jr.  
 Frank, W.E. & F.J. Mosmiller  
 Rollo Mueller  
 G. Edwin Murphy  
 Albert J. Neill  
 Mr. & Mrs. H.D. Neve  
 Hannah Niday  
 Ross Nielsen  
 \* Christian B. Nissen  
 Kenneth Noppe  
 \* Hazel Ninon Nyback  
 Seiji Obata  
 Mr. & Mrs. Albert Oelschig, Sr.  
 Pop Patterson  
 Charles F. Pennock  
 S.S. Pennock III  
 S.S. Pennock, Jr.  
 S.S. Pennock, Sr.  
 Harry I. Peters  
 Peter B. Pfahl  
 Priscilla Fergusson Phelps  
 Leno Piazza, Sr.  
 Andrew A. Pierson  
 Albert Pochelon  
 Oswald Preuss  
 Peter Pugliese  
 Harvey Radus  
 A.L. Randall  
 Ronald J. Rasmussen  
 James Rathmell  
 Charles O. Reiff, Jr.

Curtis W. Richardson, Jr.  
 Rafael Rigual  
 Jerry L. Robertson  
 Arthur Robbins  
 Fritz Roll, Jr.  
 Hans Rosacker  
 Harry W. Roth  
 Robert O. Saunders  
 Jack Savarese  
 Joseph Shaner  
 Muriel Sharon  
 Joe Shinoda  
 Peter Shinoda  
 Yoshiko Shinoda  
 Robert Q. Shoch  
 Kenneth F. Short  
 J.S. Skinner  
 R. Earl Slye  
 Vernon L. Smithers  
 Harold H. Sorensen  
 William H. Stimming  
 William Strickland  
 Albert Strumph  
 Neil Wade Stuart  
 Leo Stuhldreher  
 Francis X. Stuppy  
 Daniel V. Sugreu  
 Shizuo George Suyeyasu  
 Walter F. Swartz  
 Josephine & Anton Sykora  
 Fred M. Tayama  
 Mitsuo Tokunaga  
 Richard Tokunaga  
 Fred Tredup  
 Charles "Bob" Tryon  
 John Tuefel  
 Barbar Euser Van Namen  
 Tony Van Namen  
 Vincent Vanni  
 John H. Walker

Adolph "Ade" Weberg  
 Erwin Weder  
 Herbert R. Weder  
 Robert Weidner  
 Henry Weiland  
 Paul E. Weiss  
 James C. Welch  
 Fred Wesemeyer  
 June Wesemeyer  
 Joseph C. Wetzel  
 Judy Wetzel  
 George V. Wienhoeber &  
 Rudolph Scheffler  
 Roy F. Wilcox  
 George Wilke  
 Teresa B. Wilkins  
 Hubert Wolfe  
 Thomas J. Wolfe &  
 George Wolfe, Sr.  
 Luther Wright  
 Harold F. Yoder

\* Tribute Established 1993/94



*Charles V. Hunt*



*Hazel Ninon Nyback*



*Christian B. Nissen*



## Contributor Recognition

### Giving Levels

All individuals and organizations making a contribution to the Endowment within the last year, or those contributing a minimum of \$500, are listed in this report. All listings are according to levels reached as of June 30, 1994.

Designations have been assigned various levels of giving. Contributions are cumulative and provide a practical way of building individual and organizational participation. Recognition plaques are presented annually to those reaching different levels, beginning with the Guardian level.

Designations include:

Builders	\$25,000 and above
Benefactors	\$20,000 to \$25,000
Patrons	\$15,000 to \$20,000
Founders	\$10,000 to \$15,000
Protector	\$5,000 to \$10,000
Guardians	\$2,500 to \$5,000
Vanguards	\$1,000 to \$2,500
Sentinels	\$500 to \$1,000
Sponsors	\$100 to \$500
Givers	Under \$100

Since this report is the first based on a fiscal year and the timing of our annual meeting is in September of each year, those pictured are based on attaining new levels as of June 30, 1993, and receiving recognition at the October 1993 annual meeting.

Three awards were established to recognize several major giving levels.

Gold	\$50,000 to \$75,000
Diamond	\$75,000 to \$100,000
Platinum	\$100,000 and above

## Special Awards

### Platinum:

(\$100,000 and above)

American Floral Services, Inc.

Asocolflores/Columbia Flower Council

G. Victor and Margaret Ball

Albert H. Burki Foundation

Andrew L. Darbee Estate

Paul Ecke Poinsettias

Florists' Transworld Delivery Association

Teleflora, Inc.

### Diamond:

(\$75,000 - \$100,000)

Geo. J. Ball, Inc.

Yoder Brothers, Inc.

### Gold:

(\$50,000 - \$75,000)

Association of Floral Importers of Florida

Florafax International, Inc.

Ole & Eleanor Nissen

Pennock Company

Society of American Florists



*Vic and Margaret Ball being presented with a crystal vase especially designed to commemorate their gift of \$800,000 to establish the Vic and Margaret Ball Internship within the American Floral Endowment during the Endowment's annual meeting luncheon October 2, 1993.*



*Rocky Politz, representing Teleflora, Inc., receiving the American Floral Endowment Platinum Award from 1992/93 Chairman Del Demaree for contributions totalling \$100,000, during the Endowment's annual meeting luncheon, October 2, 1993.*



*Paul Ecke, Jr. (left) receiving the American Floral Endowment Platinum Award from 1992/93 Chairman Del Demaree for contributions totalling \$100,000 during the Endowment's annual meeting luncheon, October 2, 1993.*



On hand to receive Builder plaques for contributions of \$25,000 and above during the American Floral Endowment annual meeting luncheon were (left to right): Eric Shibata, for Mt. Eden Nursery; Bob Wilkins, Delaware Valley Wholesale Florist; and Harrison "Red" Kennicott, Kennicott Brothers Company.



On hand to receive Benefactor plaques for contributions of \$20,000-\$25,000 during the American Floral Endowment annual meeting luncheon were (left to right): David Niklas, for Northwest Florists' Association; Jim Hill, for CFX, Inc.; Ramon Garcia, for McGinley Mills, Inc.; and John Horiuchi, for Greenleaf Wholesale Florists.

## Builder

Bachman's Inc.  
 Arthur Blome Estate  
 Oscar G. Carlstedt Co.  
 Century Florist Supply Co.  
 The Clapgood Companies  
 Delaware Valley Wholesale Florist, Inc.  
 DWF Wholesale Florists  
 Paul Ecke Sr.  
 Paul Ecke Ranch  
 Florists' Mutual Insurance Co.  
 M. Truman Fossum Estate  
 Four Farmers, Inc.  
 Pete Garcia Company  
 Fred C. Gloeckner Estate  
 Gude Brothers Company  
 Highland Supply Corporation  
 Kennicott Brothers Company  
 Manatee Fruit Company  
 Mikkelsens Incorporated  
 Col. and Mrs. Walter Mosmiller, Jr. Estate  
 Mt. Eden Nursery  
 Pittsburgh Cut Flower Co.  
 A.L. Randall Co.  
 Claymore C. Sieck, Inc.  
 Smithers-Oasis  
 Sunburst Farms, Inc.  
 Syndicate Sales, Inc.  
 Vans, Inc.  
 W.F.R., Inc.  
 Wholesale Florists and  
 Florist Suppliers of America  
 Wolfe The Florist, Inc.

## Benefactor

A & W Glads, Inc.  
 Paul F. & Alwina Amling Estate  
 Armellini Express Lines, Inc.  
 CFX, Inc.  
 John Henry Dudley  
 Walter J. Engel, Inc.  
 Bob Gilmore Company, Inc.  
 Greenleaf Wholesale Florists, Inc.  
 The John Henry Company  
 Irwin Greenhouses, Inc.  
 McGinley Mills, Inc.  
 Northwest Florists' Association  
 Redbook Florist Services  
 Ribbon Narrow Fabric Co, Inc.  
 Strange's Florist, Greenhouse  
 & Garden Center  
 Zelenople Greenhouses



On hand to receive Patron plaques for contributions of \$15,000-\$20,000 during the American Floral Endowment annual meeting luncheon were (left to right): Bob Weatherford, for Weatherford Farms and Greenhouses; the late Eiichi Yoshida, Sunnyside Nurseries, Inc.; and Robert Carbone, R. J. Carbone Company.



On hand to receive Founder plaques for contributions of \$10,000-\$15,000 during the American Floral Endowment annual meeting luncheon were (left to right): Randy Ashmore, United Wholesale Florists; Ken Royer, Royer's Flowers; Fred Swindle, Redbook Florist Services; John Shelton, for Pajaro Valley Greenhouses; Jim Leider, Leider Horticultural Companies; Eric Benjamin, for Flower News; Tracy Houff Anderson, Roy Houff & Co.; Tom DiCanio, Floral & Nursery Times; Paul Ecke, Jr., for American Floral Exchange; Joe Koppleman, Fall River Florist Supply; and Bob Abrams, for Bob and Betty Abrams.

### Patron

Bay City Flower Co.  
CCC Associates  
Carbone Floral Distributors  
Continental Farms  
Robert C. Dewey  
Fred C. Flipse  
Flower View Gardens  
Gelco Internacional, SA  
Hall Affiliates  
Robert R Hall, Inc.  
E.G. Hill Co.  
L. Piazza Wholesale Florists  
Rainbow Flowers, Inc.  
Stuppy Family Foundation  
Sunnyside Nurseries, Inc.  
John L. Tomasovic, Sr. Florist, Inc.  
Weatherford Farms & Greenhouses

### Founder

Robert C. and Betty Abrams  
M. Adler's Son, Inc.  
American Florist Exchange  
American Oak Preserving Company, Inc.  
Associated Cut Flower Co., Inc.  
Bay State Florist Supply  
I.W. Bianchi, Inc.  
Larry Beck  
Gordon Boswell Flowers, Inc.  
Cleveland Plant & Flower Co.  
Everett Lawson Conklin  
Creative Distributors, Inc.  
Dillon Floral Corporation  
The Exotic Gardens  
Fairytale Foils  
Fall River Florist Supply Co., Inc.  
Floral & Nursery Times  
Floralife, Inc.  
Flower News  
Frazee Flowers, Inc.  
J.P. Freund, Inc.  
Gallup & Stribling Orchids, Inc.  
Pete Garcia Co. Sales Staff  
Garcia Group  
Grace-Sierra Horticultural  
Products Co.  
Dr. David E. Hartley  
The John Henry Co. Salesmen  
Roy Houff & Co., Inc.  
Hungnong Seed Co., Ltd.  
Lehrer's Flowers

Leider Horticultural Companies  
 Lincoln Wholesale Florists Co.  
 McShan Florist, Inc.  
 William A. Maas  
 Mainland Nursery, Inc.  
 Matsui Nursery, Inc.  
 Mellano & Co.  
 Mueller Brothers, Inc.  
 Knud Nielsen Co., Inc.  
 Nurserymen's Exchange  
 Oglevee Ltd.  
 Oliver & Thompson, Inc.  
 Pajaro Valley Greenhouses, Inc.  
 Park Floral Co.  
 Paul's Wholesale Florist  
 A.N. Pierson, Inc.  
 A.L. Randall Co. Salesmen  
 Jack W. Redditt  
 Royer's Flowers, Inc.  
 San Diego County  
     Flower Association  
 Sluder Floral Co.  
 Southern California  
     Floral Association  
 Southern Floral Company



*On hand to receive Protector plaques for contributions of \$5,000-\$10,000 during the American Floral Endowment annual meeting luncheon were (left to right): Sam Viviano, Bartz Viviano Florists; Arthur Baisch, Baisch & Skinner; Rene Van Rems, for California Cut Flower Commission; Paul Ecke 3, for PaulEcke 3; Jack Van Namen, for Glass Corner Greenhouses; Lyle Akey, for Golden State Wholesale Florists; Stanley Fitts, for Reeves Floral Products; and Bob Weatherford, for Transamerica Floral Imports.*

Sunshine State Carnations, Inc.  
 Bill Suyeyasu Wholesale Florist, Inc.  
 Larry Teitel  
 Twyford Plant Laboratories, Inc.  
 United Wholesale Florists, Inc.  
 Jerome Wagner  
 Washington Bulb Co.  
 MW, Inc.  
 N.H. Wright, Inc.

#### **Protector**

Aldershot of New Mexico, Inc.  
 American Carnation Society  
 Amlings of California, Inc.  
 Ashland-Addison Florist  
 Badger Wholesale Florists, Inc.  
 Baisch & Skinner, Inc.  
 Ball Pan AM Plant Co.  
 Bartz Viviano Florists  
 Behnke Nurseries Co.  
 G.A. Berlin, Inc.  
 Boesen The Florist  
 Brody Company  
 California Association of Flower  
     Growers & Shippers  
 California Chrysanthemum  
     Growers Association  
 California Cut Flower Commission  
 Candle Artisans, Inc.  
 Chicago Florist Supply Company  
 Clackamas Greenhouse, Inc.  
 Conner Park Florist, Inc.  
 Conroy's, Inc.  
 Conroy Wholesale Florist  
 W.J. Cowee, Inc.  
 DeJong Greenhouse  
 Del Rey Plastics  
 Bill Doran Company  
 John E. Damm  
 Damm & Echter  
 Paul Ecke 3  
 Ellison's Greenhouses  
 Elmhurst Flower Growers, Inc.  
 Elmira Floral Products, Inc.  
 Euser's Greenhouses, Inc.  
 FTD District 2-A&B  
 FTD District 14 G  
 Florists' Mutual Insurance Co.-Officers  
 Foco, Inc.  
 Gardens America, Inc.  
 Glad-A-Way Gardens  
 Glass Corner Greenhouses, Inc.

Golden State Bulb Growers  
 Golden State Wholesale Florists  
 Groen Rose Co.  
 Albin Hagstrom & Son, Inc.  
 O. Ben Haley Jr.  
 Hillcrest Garden, Inc.  
 Mr. & Mrs. Donald Hook  
 Claude Hope  
 Robert E. Johnson  
 Wm. F. Kasting Co.  
 G.R. Kirk Co.  
 Ray Kitayama  
 Klepac Brothers  
     Greenhouses, Inc.  
 Paul Krone Fellowship Fund  
 Lansing Florists Exchange  
 Victor Levy  
 Longview Fibre Co.  
 Lynchburg Wholesale  
     Floral Corp.  
 Malmberg's, Inc.  
 Neal Mast & Sons  
     Greenhouses, Inc.  
 Jack Mayesh Wholesale Florist

Cloy M. Miller  
 Moore Paper Boxes, Inc.  
 Mount Clemens Rose Garden  
 Mutual Cut Flower Co., Inc.  
 Albert J. Neill  
 Nelson & Holmberg  
 Nor Cal Flower Growers  
 Nordlie, Inc.  
 Norfolk Wholesale Floral Corp.  
 Nyren Brothers, Inc.  
 Oglesby Plant Laboratories, Inc.  
 Oregon Roses, Inc.  
 J. B. Parks Wholesale  
     Florist, Inc.  
 Pikes Peak of Texas  
 Plant Marvel Laboratories  
 Reeves Floral Products  
 Regency International  
     Bus. Corp.  
 Rhyne Floral Supply  
     Manufacturing Co.  
 Riverdale Farms, Inc.  
 Sakata Seed America, Inc.  
 Robert Saunders & Co.

Schaefer Greenhouses, Inc.  
 Shinoda Floral Co.  
 Stimming Flowers  
 James Sykora  
 Tagawa Greenhouses, Inc.  
 Dr. Harry K. Tayama  
 Tennessee Florist Supply  
 Transamerica Floral Imports  
 Hero Tsukushi  
 Twin City Florist Supply, Inc.  
 Uniflora Overseas Florida, Inc.  
 United Floral Exchange, Inc.  
 US Floral Corp.  
 Valent U.S.A. Corporation  
 Vosters Nurseries, Inc.  
 Mr. & Mrs. Otto P. Wentland  
 Olin Wetzel  
 White's Nursery &  
     Greenhouses, Inc.  
 Wilsey-Bennett Co.  
     Floral Trans. Div.  
 Mrs. Georgia Yoder  
 Renato J. Zappettini  
 William Zappettini Co.



*On hand to receive Guardian plaques for contributions of \$2500-\$5000 during the luncheon were (left to right): Rick Johnson, J.R. Johnson Supply; Lyle Akey, for U.S. Flowers; Lenny Walker, for Platz Flowers & Supply; Jack Van Namen, Navco International; Dave Kitayama, Kitayama Brothers Greenhouses; and Tim Matsuno, for Colorado Floral Products.*

### Guardian

Jim Akin, Inc.  
 Aldik Artificial Flower Co.  
 Allied Florists Association  
     of Baltimore  
 Allied Florists Association  
     of Illinois  
 American Floral Arts School  
 Tom Bergkamp  
 Berthold-Grigsby, Inc.  
 Berwick Industries, Inc.  
 John L. Bodette  
 Branch-Smith Publishing Co.  
 Bright's Florist Supply, Inc.  
 Buchbinder Bros.  
 California Florida Plant  
     Company  
 California Flower Market, Inc.  
 Callahan Wholesale  
     Florists, Inc.  
 Calvert Wholesale Florists, Inc.  
 Carson & Gebel Ribbon Co.  
 Chicago Flower Exchange

## Guradians Continued...

Colorado Floral Products	International Floral Corp.	Ninomiya Nursery Co.
Burdette Coward & Co., Inc.	Edward Jacobson, Inc.	North Central Florists
Crissey, Inc.	Jiffy Foam, Inc.	Association
Delhi Hills Flower & Garden	J.R. Johnson Supply, Inc.	Olson's Greenhouses
Center, Inc.	Johnston Investments	Pennsylvania Florist
Deloache, Inc.	Ronald Jones Ferneries	Association
Design Master, Inc.	Jones The Florist	S. Arthur Peterson
Jim Durio Florist, Inc.	David L. Jones	Pikes Peak Wholesale
Austin S. Edgar, Inc.	Wholesale Ltd.	Florist, Inc.
Elliott & Williams Roses	Karthauser & Sons, Inc.	Platz Flowers & Supply
Equiflor Corporation	Jack B. Kaufman	Premium Flowers Corp.
Esprit-Miami, Inc.	Keeline-Wilcox Nurseries, Inc.	A.B. Price, Inc.
FTD District 3-B	Keller Pottery Co.	Rojahn And Malaney Co.
FTD District 3-G	Kitayama Brothers	Hans Rosacker Co.
FTD District 9-D	Greenhouse, Union City, CA	S&S Wholesale Florist
FTD District 10-A	Kitayama Brothers	Sabana Farms
Flint Florist Exchange	Greenhouse, Brighton, CO	Scott's Gladiolas Farms, Inc.
Floral Greens International	Lakeland Florist Supply, Inc.	Harry A. Sharp
Floral Resources/Hawaii, Inc.	Philip Lavalle	Shoch's Wholesale Florist
Florimex, Inc., New York	Lemac Nurseries	Leona Short
American Nurseryman	Norma A. Lineberger	Earl J. Small Growers, Inc.
Flower Trading Corp.	Lion Ribbon Co.	Southeastern Florist Association
Don Flowers Florist, Inc.	Lomey Manufacturing Corp.	Southern California Flower
L. Ginsberg, Inc.	The Los Angeles	Growers Association
Furrow & Company, Inc.	Flower Market	Southern Rainbow Corp.
Green Leaf Enterprises, Inc.	Lubbock Wholesale	Southern Steel & Wire, Inc.
The Green Thumb, Inc.	Florist, Inc.	Speight Associates Ltd.
Greenpoint Nurseries	M.J. Malloy Company	H.L. Stansell Trucking Co.
Growers Wholesale Florist	Alex R. Masson, Inc.	Sunbay, Inc. Wholesale
A. Gude Sons Company	Bob Mears Wholesale Florist	Florists
The Haeger Foundation	Herman Meinders	Tennessee Florist Supply, Inc.
Halifax Floral Co.	Michigan Floral Association	Tulsa Greenhouse, Inc. &
Mr. & Mrs. John Hanford	Betty Sapp Miles	Four State Wholesale
Hawaiian Heart, Inc.	Miller's Wholesale Florist, Inc.	Ultra Floral Products
Irene Hayes, Wadley &	Mischler's Florist	U.S. Flowers
Smythe	Missouri State Florists'	Veldkamp's Flowers
Joseph H. Hill Co.	Association	Alice Walker
Howard J. Hook	A.D. Mohr Greenhouses, Inc.	Virginia R. Walter
Huddart Floral	Molbak's Greenhouse, Inc.	Walterdale, Inc.
IF Supply Company, Inc.	Grace L. Moore	Weidner's Gardens, Inc.
Illinois State Florist	NPI	Zeidler Floral Co.
Association	Navco International	Florence H. Zuegel

## Vanguard

800-FLOWERS

Milton Adler Company

Agrexco USA Ltd.

Agriflora Corporation

Ah Sam Floral Co.

Ahern's, Inc.

Allcities Allstates Flowers-By-Phone

Ameri-Cal Floral

American Clay Works & Supply Co.

American Foliage Co.

AA Importing

Amling Brothers

Amlings Flowerland

Anchor Hocking

Apex-Neidinger, Inc.

Sam Applebaum

Aromas Nursery, Inc.

Association Florida Gladiolus

Growers, Inc.

Mr. & Mrs. Lloyd Bachman

C.J. Baker Wholesale Florists

Baldwin Wholesale Florist, Inc.

J.A. Balistreri Farms

Ballard Blossom Shop

Barco Sons, Inc.

Charles Barr Co.

Beall's Roses

A.G. Beiser Wholesale Floral Co.

Bel-Air Flower Growers &

Shippers, Inc.

Robert J. Bennett Wholesale

Florist, Inc.

Glenna M. Benton

Mr. & Mrs. Newt Beugen

Biaggi's Evergreen Co.

Billings Floral

Blackwell Nurseries, Inc.

Boulevard Florist

Mr. and Mrs. Ray Bozeman

Monica Bramblett

Brand Flowers, Inc.

Brautigam Florist

Bronx Florist Supply Co., Inc.

G.R. Brown Co.

Brown Floral Co.

Buckingham Florist, Inc.

H.M. Buckley & Sons, Inc.

Buning The Florist

Len Busch Roses

California Flower Farms, Inc.

California Flower Shippers, Inc.

California Pajaroa

Canton Wholesale Floral, Inc.

Carlton Rose Nurseries

Carolina Wholesale Florist

A. Cavallaro & Son, Inc.

Cedar Rapids Greenhouses

Charlotte Florist Supply Co.

Chipola Nurseries, Inc.

Condor Farms

Conklyn's, Inc.

Continental Floral Greens

Continental Flowers

Coy Kendall Greenhouses

Crowley Brothers, Inc.

Cut Flower Exchange of Pennsylvania

Daisy Hill Greenhouses, Inc.

Dakota Plastics Company

Davidson-Uphoff, Inc.

Dean's Designs, Inc.

Bradley Deprez

Diane Deprez-Harmon

Robert Deprez

DeSantis Florist

DeVor Nurseries, Inc.

Dey Brothers Greenhouses

Didier Greenhouses, Inc.

Dos Pueblos Orchid Company

Lynn Doyle Flowers

Carl Dreisbach, Inc.

J.W. Dudley Sons Co.

Thomas Dean Dudley

East Coast Bulb Farm

Edward's Florist

Edward's Florist Supply, Inc.

Elliott Rose Co. of Madbury, Inc.

Ellis Floral Co., Inc.

Endres Floral Co.

Ensign Wholesale Florist, Inc.

Erie Cut Flower & Supply Co., Inc.

Everflora, Inc.

FTD District 1-G&H

FTD District 5-A&B

FTD District 6-E

FTD District 6-F&G

FTD District 7-D

FTD District 7-I

FTD District 9-H

FTD District 1-L

Fenton Art Glass Co.

Ferris Brothers, Inc.

Louis Figone Nursery

Fiksdal's Flowers

Fisher Florist

Flambeau Products Corp.

Raymond A. Fleck, Inc.

Fleming Wholesale, Inc.

Floral Acres, Inc.

Floral Ave.Greenhouse Co.

Florida State Florists' Association

Florimex Chicago, Inc.

Flowers By Esther

Flowers By Sandy, Inc.

Floracraft Corp.

Foxpoint Plant Growers

Frampton's Greenhouses

Franklin China Co., Inc.

Frank Fredenhagen

Friesell Ranches

Harry H. Fukutome Nursery, Inc.

Garden City Floral

Gassafy Wholesale Florist

Geneva Flower Farm

George's Florist

Ghilarducci's Florists, Inc.

Giftwares Company, Inc.

Gish's Pacific Flowers, Inc.

Louis B. Glick & Son, Inc.

Golden West Greenhouse

Gordon's Greenhouse, Inc. of

Bear Valley

Joan S. Gordon

Dr. Carl F. and Jean Gortzig

Robert L. Graham

Grande Greenhouse

Greenwood Greenhouses

Growing Systems, Inc.

Don Hahlbeck Greenhouse

Hall's Flower Shop

Handy Floral Products

Hanford's, Inc. Wholesale

Hardin's Wholesale Florist

Harrison Wholesale Floral, Inc.

Hastings, Inc.

Hauge's Flower Store, Inc.

Hausermann Orchids

Hawkins Greenhouses

Heap Greenhouses, Inc.

Heeney Company, Inc.

Henry's Plant Farm

Hermes Floral Company

Herman J. Heyl Florists, Inc.

Heyl Roses, Inc.

Hiawatha, Inc.

Hirt's Wholesale Co.

Simon Hoekstra and Son

Hub Floral Corp.

IBC, Inc.

IBG International

Illinois Bronze Paint Co.

INARCO

Ivy Acres, Inc.

Jacksonville Wholesale Floral Co.

Jacobsens Flowers



Jednak Floral Co.  
 Jetram Sales, Inc.  
 Johnson's Roses, Inc.  
 Johnston & McCallum, Inc.  
 T. Larry Jones, Inc.  
 Jones Wholesale Florist, Inc.  
 Henry J. Kaufman &  
 Associates, Inc.  
 Kessler & Associates  
 Keystone Ribbon & Floral  
 Supply Co.  
 King Wholesale  
 Kitayama Brothers Greenhouse,  
 Watsonville, CA  
 Klenke Floral  
 Klupenger Nursery &  
 Greenhouse, Inc.  
 Mark Knox Flowers  
 Koehler & Dramm, Inc.  
 Charles F. Kremp 3 Florist  
 Kurt Weiss Florist, Inc.  
 Frank Kuwahara  
 Lafayette Florist & Greenhouses, Inc.  
 Lakeland Florist Supply, Inc.  
 Lakewood Greenhouse, Inc.  
 Lamborn Floral Co.  
 Lanman Flower Shop, Inc.  
 Layser's Flowers, Inc.  
 Herman Lederer Sons  
 Lee Wholesale Floral, Inc.  
 Ed Lenz Enterprises, Inc.  
 Lindskoog Latham Flowers  
 Lloyd's Wholesale Florist  
 Ludy Greenhouse  
 Manufacturing Corp.  
 Lynde Greenhouses, Inc.  
 M & M Wholesale Florist, Inc.  
 W.W. McAllister Co.  
 H. Hunter McIntire  
 Rod McLellan Co.  
 McNamara-Broadripple Florist.  
 Robert Mann Packaging Co.  
 Marshall St. Greenhouses  
 Mary Jane Florist Gift Shop  
 Andy Mast Greenhouses  
 Henry Mast Greenhouses, Inc.  
 Mazzoni Farms, Inc.  
 Meldrum Manufacturing &  
 Engineering  
 Meskers'  
 Ruth Messmer-Florist, Inc.  
 Alice Metcalf  
 Henry F. Michell Co.  
 Middle Atlantic Florists Association  
 Harry Miller Flowers  
 Paul Minor, Inc.

Minshall The Florist, Inc.  
 Mountaineer Greenhouses  
 H.R. Mueller Florist  
 Muennich Sales, Inc.  
 Multiflora Import Co.  
 A. Nagamine Nursery, Inc.  
 H. Nakano & Sons  
 Nanz & Kraft Florist  
 Navlet's Florists  
 Nettie's Flower Garden, Inc.  
 Newton Greenhouse  
 Hannah Niday Florist, Inc.  
 Novette Trading Ltd.  
 Novacek Greenhouses  
 Oak Grove Fernery  
 Oelschig's Wholesale Nursery  
 Oklahoma State Florist's  
 Association  
 Robert L. Orth, Inc.  
 Stephen Otte  
 Pacific Coast Evergreens  
 Parmenter Florist, Inc.  
 Dr. Michael Parrella  
 Pennsylvania Cut Flower Co.  
 Peoples Flower Shops  
 Phillip's Flowers & Gifts  
 Phoebe Floral Shop  
 Phoenix Flower Shops  
 William Pinchbeck, Inc.  
 Mr. & Mrs. Gustav C. Poesch  
 Poulsen Greenhouses, Inc.  
 Pressells Flowers  
 Harvery O. Preuss Florists  
 Quality Gladiolus Gardens, Inc.  
 Quality Wholesale Florist  
 Quinlan Wholesale Florist, Inc.  
 George W. Radebaugh & Sons  
 Regional Farms, Inc.  
 Reliable Glassware &  
 Pottery Co., Inc.  
 Curtis W. Richardson, Inc.  
 Steve Summers  
 Rockwell Farms, Inc.  
 Ross Marketing  
 Royal Gorge Flower Farms, Inc.  
 San Lorenzo of Texas  
 Satow Growers, Inc.  
 Schaa's, Inc.  
 Mr. & Mrs. Israel Schneider  
 Mr. & Mrs. Robert O. Schurke  
 Seagroatt Companies  
 Selecta Farms, Inc.  
 Select Ribbons, Inc.  
 Delois C. Shelton  
 Shenandoah Floral  
 Manufacturing Co., Inc.

Ken Short  
 Shreveport Flower Mart, Inc.  
 Delbert Smith, Inc.  
 Southern Retail Florist  
 Association, Inc.  
 Stimming Flowers of California  
 Stringer Wholesale Florist, Inc.  
 Susan's Florist  
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 Woodinville Florist  
 World of Flowers  
 Yazel's Colonial Flowers  
 York Flowers, Inc.  
 Yuess Gardens Company  
 Zimmer Floral, Inc.

## Projects & Grants

### RESEARCH

#### 1993 Projects Funded

##### Breeding

*Breeding of New Hippeastrum Clutivars Using Diploid Species, (4th year).* \$ 10,000

Dr. Alan W. Meerow, University of Florida.

*Breeding of Geraniums Which are Resistant to Botrytis Blight.* \$ 15,609

Dr. Richard Craig, The Pennsylvania State University.

##### Economics

*Flora-Stats, an all-industry statistical data and information base initiative sponsored by the American Floral Endowment to include a comprehensive consumer research study.* \$ 160,000

##### Horticultural Therapy

*The Impact of Adding Plants to a Stressful Setting, (2nd year).* \$ 5,000

Dr. Virginia I. Lohr, Washington State University.

##### New Crops

*SAF/USDA/Endowment New Crops Program: Research conducted under an Endowment/USDA Agreement, at USDA, Beltsville, Maryland (4th year of 5 year agreement).* \$ 30,000

##### Pest Management

###### Diseases and Nematodes

*The Effect of Modifying the Micoenvironment Among Geranium Stock Plants Within a Greenhouse on Botrytis Blight and Sporulation of Botrytis Cinerea, (3rd year).* \$ 17,000

Dr. Mary K. Hausbeck, Michigan State University.

*Managing Fungal Diseases of Ornamentals with Bicarbonate and Determining Their Mode of Action, (2nd year).* \$ 20,000

Dr. R. K. Horst, Cornell University.

*Control of Tomato Spotted Wilt Virus Using Transgenic Plants That Produce Virus-Specific Monoclonal Antibodies, (2nd year).* \$ 10,000

Dr. John S. Hu, University of Hawaii.

*Production and Maintenance of Pathogen Free Bulb Crops Under Field Conditions in Florida.* \$ 17,000

Dr. F. William Zettler, University of Florida.

*Development of Resistance to Tomato Spotted Wilt and Similar Viruses in Floral Crops,* \$ 25,000

Dr. James W. Moyer, North Carolina State University.



<i>Detection and Partial Characterization of Pelargonium Viruses with Emphasis on Pelargonium Flower Break Virus,</i> Dr. Stephen T. Nameth, Ohio State University.	\$ 5,000
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### **Insects and Mites**

<i>Fungal Pathogens for Biocontrol of Thrips in Greenhouses,</i> (2nd year). Dr. Bruce L. Parker, The University of Vermont.	\$ 10,000
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<i>Plant Resistance as Part of IPM for Whiteflies on Floral Crops,</i> (3rd year). Dr. John P. Sanderson, Cornell University.	\$ 20,000
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<i>Evaluation of Elevated CO2 for Control of Greenhouse and Sweet Potato Whiteflies on Poinsettias,</i> (2nd year). Dr. Susan S. Han, University of Massachusetts.	\$7,000
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<i>Development and Implementation of IPM Strategies in Floriculture,</i> (6th year). Dr. Michael P. Parrella, University of California - Davis.	\$ 50,000
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### **Physiology**

<i>Identification of Ethylene Responsive Genes in Flowers,</i> (2nd Year). Dr. Kathleen B. Evensen, Pennsylvania State University.	\$ 10,000
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<i>Leaf Yellowing in Easter Lilies: Causes and Solutions,</i> Dr. William B. Miller, Clemson University and Dr. Allen P. Hammer, Purdue University.	\$ 22,000
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<i>System II Ethylene Synthesis in Carnation Petals,</i> Dr. Richard J. Gladon, Iowa State University.	\$ 11,000
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### **Post Production Studies**

<i>Post-Greenhouse Production Evaluations of Forced Bulbous Plants,</i> (5th year). Dr. Terril A Nell, University of Florida, and Dr. Gus DeHertogh, North Carolina State University.	\$ 12,000
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### **Production Technology**

<i>Evaluation of a Simple Automated Bioreactor for the Production of Pelargoniums,</i> (2nd year). Dr. Richard N. Arteca, Pennsylvania State University.	\$ 5,000
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<i>Development of a Plant Shoot Temperature Model for Greenhouse Climate Management.</i> Dr. Royal Heins, Michigan State University.	\$ 15,000
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### **Other**

<i>Human Resource Management Practices in Florist Production Firms,</i> (2nd year). Dr. Thomas R. Maloney, Cornell University.	\$ 21,000
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### **Education**

<i>Career Opportunities in the Floriculture Industry Video Production.</i> Virginia R. Walter, Cal Poly State University.	\$ 36,320
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## 1994 Projects Funded

### Breeding

*Breeding of New Hippeastrum Cultivars Using Diploid Species,* (5th Year). Dr. Alan W. Meerow, University of Florida. \$ 10,000

*Breeding of Geraniums Which are Resistant to Botrytis Blight,* (2nd Year). Dr. Richard Craig, Pennsylvania State University. \$ 10,000

### Economics

*FLORA-STATS, an all-industry statistical data and information base initiative sponsored by the American Floral Endowment to include a comprehensive consumer research study.* \$ 150,000

### Pest Management

*Control of Tomato Spotted Wilt Virus Using Transgenic Plants That Produce Virus-Specific Monoclonal Antibodies,* (3rd Year). Dr. John S. Hu, University of Hawaii. \$ 6,500

*Development of Resistance to Tomato Spotted Wilt Virus and Other Similar Viruses in Floral Crops,* (2nd Year). Dr. James W. Moyer, North Carolina State University. \$ 15,000

*Integrating Control of Botrytis and Powdery Mildew in a Greenhouse Crop.* Dr. Mary Hausbeck, Michigan State University. \$ 20,000

*Production and Maintenance of Pathogen Free Bulb Crops Under Field Conditions in Florida,* (2nd Year). Dr. F. William Zettler, University of Florida, Gainesville. \$ 7,000

*Development of IPM Strategies for Floricultural Crops,* (7th Year). Dr. Michael P. Parrella, University of California, Davis. \$ 30,000

*Plant Resistance as Part of IPM for White Flies on Floral Crops* Dr. John P. Sanderson, Cornell University. \$ 15,000

*Greenhouse Trials: Fungi for Management of Thrips,* Dr. Bruce L. Parker, University of Vermont. \$ 10,000

*Insecticidal Controlled Atmosphere for Management of Sweet Potato Whitefly.* Dr. Susan S. Han, University of Massachusetts, Amherst. \$ 6,000

### Physiology

*Leaf Yellowing in Easter Lilies: Causes and Solutions,* (2nd Year). Dr. William B. Miller, Clemson University, and Dr. Allen Hammer, Purdue University. \$ 12,000

### Post Production Studies

*Post-Greenhouse Evaluations of Forced Bulbous Plants,* (6th Year). Dr. Terril A. Nell, University of Florida, and Dr. August A. De Hertogh, North Carolina State University. \$ 10,000

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<i>Increasing Flowering Potted Plant Longevity.</i> Dr. Terril A. Nell, University of Florida.	\$ 12,000
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<i>Regulation of Ethylene Production During Postproduction Handling of Flower Crops.</i> Dr. William R. Woodson, Purdue University.	\$ 10,000
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**Production Technology**

<i>Development and Demonstration of Low Cost, Easy to Manage Zero Runoff Systems for Small-Sized Pot Plant Growers.</i> Dr. Thomas C. Weiler, Cornell University.	\$ 4,500
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<i>Development of a Plant Shoot Model for Greenhouse Climate Management, (2nd Year).</i> Dr. Royal Heins, Michigan State University.	\$ 10,000
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<i>Evaluating Paper Sludge in Container Media Used for Mum Production.</i> Dr. Robert R. Tripepi, University of Idaho.	\$ 3,500
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## EDUCATION

Attracting personnel to the floral industry has sometimes been difficult. Competition from other industries, even within the agricultural community, has always been a formidable factor. Endowment educational related programs bring a focus to the floral industry as a career.

### **Mosmiller Scholar Program**

Prior to the inception of the Vic and Margaret Ball Internship program, the Mosmiller Scholar program provided a combination internship/grant-in-aid program to outstanding students enrolled in floriculture or environmental horticulture degree programs. Training could be in any phase or segment of the floral industry.

With the Vic and Margaret Ball program established specifically for the production segment, Mosmiller Scholarships were altered to focus and provide training in the wholesale and retail segments.

In addition to students studying in floriculture/horticulture programs, those in business schools at 2 and 4 year colleges and universities with nationally recognized floriculture programs are eligible to apply. The current award is \$2,000 per student. During 1993/94 five students were accepted into the program.

### **American Horticultural Therapy Association**

The AHTA is dedicated to the development of horticultural therapy efforts that serve and train persons with disabilities or who are otherwise disadvantaged. The organization is also vitally concerned with the professional development, education and enhanced expertise of horticultural therapy practitioners. \$500.

### **Vic and Margaret Ball Internship**

Through a major gift to the Endowment, the Vic and Margaret Ball Internship program was established for students at accredited 2 and 4 year institutions with nationally recognized floriculture/horticulture programs interested in the production aspects of floriculture.

This program is designed to provide an important link between traditional education and hands-on work experience in an effort to provide a complete education.

Outstanding students are selected to train for either three or six months. Awards are for \$3,000 or \$6,000 depending on training duration.

During 1993/94, thirteen students were accepted into the program.

### **Intercollegiate Flower Judging Contest**

Much like the FFA floriculture contest for high school students, the intercollegiate contest brings university teams together to compete to determine who knows the most about the end result of cultural perfection of fresh flower, foliage and flowering plant production. Some years ago the contest was expanded to include floral design competition as well. \$6000.

### **National Junior Horticulture Association**

NJHA is the only organization dedicated solely to youth interested in horticulture. Programs are designed to help young people obtain a basic knowledge and understanding of horticulture and develop leadership skills. \$500.

## National FFA Foundation Programs

In continuing efforts to bring a focus on floriculture through students already interested in agriculture as expressed through their membership in FFA (Formerly Future Farmers of America), the Endowment sponsors several programs annually through the FFA Foundation. They are: Floriculture Proficiency Award, Floriculture Scholarship; Floriculture Contest; Booth at FFA National Convention.



1993 National FFA Proficiency Finalists pictured with sponsor John Tomasovic at the 66th National FFA Convention in Kansas City, Missouri. From left to right: Lee C. Bowen, Donald S. Hutson, Jennifer Lohrey, and Louis Trivett.



Pictured (left to right) are Lakefield team members Anne Hartman, Sally Cook and Kay Salentiny. The Minnesota team placed first of 43 teams competing in this year's event.

### FFA Floriculture Proficiency Award

This program is designed to encourage agriculture students to become established in the floral industry. Students must pursue a practical experience by either establishing their own business or by training with an industry company. Students compete on a local, state and regional basis. Winners of the four regional competitions attend the national convention where the winner is selected. \$5250.

### Floriculture Scholarship

One scholarship is provided to a high school student wishing to pursue a four-year degree with emphasis on floriculture. \$1000.

### FFA Floriculture Contest

The Contest purpose is to stimulate the study of and interest in production and retailing of flowers, plants and foliage through the agriculture education curriculum in high schools. Teams consist of 3 members plus 1 alternate. \$6550.

### Booth at FFA National Convention

For many years the Endowment has funded a floriculture booth sponsored by the Society of American Florists during the FFA national convention. For over eleven years, John and Pep Tomasovic have "manned" the booth, dedicating untold hours to this project. \$2000.

# 1993/94

## Total Grants

### Research

University of Alaska	8,500
University of Arizona	23,200
Auburn University	9,000
California Polytechnic State University	36,320
University of California, Albany	12,500
University of California, Davis	400,265
University of California, Riverside	261,680
Clemson University	19,250
Colorado State University	87,450
University of Connecticut	109,841
Cornell University	384,660
Flora-Stats	594,600
University of Florida	326,600
The Florida Agricultural Research and Education Center	65,000
University of Georgia	11,000
University of Hawaii	37,000
University of Idaho	3,500
University of Illinois	36,500
Iowa State University	11,000
Kansas State University	26,000
University of Massachusetts	39,500
Meyer Manhattan Psychiatric Hospital	1,500
Michigan State University	400,600
University of Minnesota	73,700
University of Missouri	5,900
North Carolina State University	186,800
The Ohio State University	115,000
The Ohio Agricultural Research and Development Center	69,500
The Pennsylvania State University	189,401
Purdue University	50,500
Rutgers	9,000
Society of American Florists	66,500
Texas A & M University	14,250
United States Department of Agriculture Florists & Nursery Crops Lab	407,500
National Agricultural Library	
University of Vermont	27,000
Virginia Polytechnic Institute & State University	57,500
Washington State University	34,200
University of Wisconsin	26,700
University of Wisconsin Medical College	15,000
WF & FSA	2,500

### Education

Academic Advisors for SAF Research Committee and Endowment	45,000
American Horticultural Therapy Association	6,000
ASHA Symposium	500
ASHS Floricultural Education Group Workshop	1,136
Vic & Margaret Ball Internship	33,000
Dr. H. Marc Cathey Publication	3,977
DuPage Horticultural School Loan Fund	20,000
FFA Convention Booth	21,700
FFA Floriculture Scholarship	8,000
FFA Floriculture Proficiency Award	36,000
FFA Floriculture Contest	19,075
Intercollegiate Flower Judging Contest	53,800
International Energy Conference - Ohio	4,000
Kiplinger Chair Publications	11,500
Mechanization Exploration Trip to Holland	1,000
Mosmiller Scholar Program	152,800
National 4-H Council	10,000
National Junior Horticulture Assn.	6,500
Profile objectives/guidelines for modeling Publication ISIS Floricultural Workshop Paper	850
Sabbatical Level Grants (10)	58,750
Smithsonian Institution	25,000
Society of American Florists	65,249
Symposium on Role of Horticulture in Human Well-Being/Social Development	4,000
Tomato Spotted Wilt Virus/ Western Flower Thrips Symposium (2)	12,000

**Total Research & Education Grants 1961-1994 - \$5,014,054**